

The motto: Fantastic Forests

The forest is an important habitat for humans and animals alike. The dense trees provide good air and regulate the climate. Wood is also essential for our pencils and coloured pencils. That's why STAEDTLER places great importance on the protection and long-term safeguarding of this raw material.



Climate protection

Today we know: forests and oceans are our most important allies against climate change. They absorb climate-damaging carbon dioxide from the atmosphere and convert it into oxygen. The more "untidy" a forest is, the more wood mass and thick trees it has, the more CO₂ it can store.



Forests worldwide

Around one third of the entire land area of the Earth is covered by forest. The countries with the largest forest areas are: **Canada, USA, Russia, China and Brazil.**

Diverse

Depending on the climate and location, there are very different types of ancient forest on Earth. From mixed forests to coniferous forests and rainforests, each forest offers a different habitat and thus ensures biodiversity. In tropical rainforests, for example, around 280 tree species can be identified on an area the size of a football field.

For the pencils of the future

Since 2017, STAEDTLER has had its own plantation in Ecuador. On around 1,200 hectares of former pastureland, trees are planted for the pencils of the future, with strict environmental standards being observed. Since 2022, the plantation has been FSC™-certified (FSC™ C172764).



Plantation habitat

In addition to wood, foodstuffs such as the Yuca (cassava) crop are also grown on the STAEDTLER plantation. They provide habitat for endemic animal species such as the golden-olive woodpecker. Annual animal counts document the local biodiversity.



Global jungle deforestation

Every two seconds, forests the size of a football field disappear around the world. This has serious consequences for biodiversity and the climate. Since 2017, almost 26,000 endangered animal and plant species have been on the International Red List of the World Nature Conservation Organisation, which corresponds to almost a third of all species studied.

Security through certificates

The sustainability certificates PEFC (PEFC/04-31-1227 Programme for the Endorsement of Forest Certification) and FSC™ (FSC™ C007132 Forest Stewardship Council™) guarantee sustainable forestry and thus long-term safeguarding of resources. STAEDTLER only uses PEFC and FSC-certified wood for the production of all wood-cased pencils.

Pencils made from upcycled wood

In addition to traditional wood-cased pencils made from wooden boards, STAEDTLER also manufactures high-quality pencils from wood chips. These chips are produced as residual and waste products in sawing and planing processes in the wood processing industry. The raw material wood is thus used even more efficiently and in an environmentally friendly manner.



Stopping deforestation

In order to counteract the destruction of forests, the new EU deforestation regulation will apply from the end of 2024: products will only be able to be legally marketed in Europe if they have been produced without deforestation and the laws of the country of origin have been complied with. STAEDTLER already ensures deforestation-free supply chains for its products today.

How fast does a forest grow?

After grubbing up, it takes around 25 years for the regrown plants to fulfil the many functions of a forest, such as nitrogen production to 90%. Restoring the diversity of the new forest takes the longest, namely around 120 years!

Dwarfs and giants

Herb pastures are considered the smallest trees in the world. They grow to around 10 centimetres tall in the Alps. Meanwhile, the largest trees in the world are found in North America: Sequoia trees can reach a height of over 100 metres.

